

Eastern States Radio Corporation

COLLEGE RADIO SERVICE DIVISION

P. O. BOX 1982
COLUMBUS 16, OHIO
WORTHINGTON 2-5277

August 5th, 1953

Miss Janet White
Manager, Radio Station WCSR
Smith College
Northampton, Massachusetts

Dear Janet:

Thanks for your letter of the 26th bringing us up to date on the record situation at WCSR.

The current RCA series which we are presently administering on college radio stations involves classics and sem-classics exclusively, so participation in that plan would not help your popular needs at present.

We will see what we can do to have WCSR included in the 1953-4 RCA series. Your chances of being added to the list of stations looks quite good, since the record distributor in your area, Ed Sarnoff (a son of the chairman of the board of RCA) is especially interested in getting the program service extended to all college stations in his district.

So, while even 200 classical records sets you well ahead of some of the stations, it would seem that if they are becoming worn as you suggest, there should be little trouble in getting RCA to extend its classics series to you.

Nancy says "hello!"

Cordially,

Bob Vance

Robert R. Vance, Jr.
Operations Manager

RV:lk

